



Agenda Item # 3

BOA-003300-2025

View additional details on this proposal and all application materials using the following link:

[Applicant Materials for Consideration](#)

DETAILS

Location:

270 Beauregard Street

Applicant / Agent:

David Brandt, Fravert Services

Property Owner:

Adams Street Property, LLC

Current Zoning:

SD-WH Sub-District of the Downtown Development District

Future Land Use:

Downtown

Case Number(s):

6666/5118/5047

Unified Development Code (UDC) Requirement:

- The Unified Development Code (UDC) limits upper building signs to be no larger than 10-feet in any direction and prohibits them from being internally lit, address numbers are to be no larger than one (1) square foot and no higher than six (6)-feet tall on a wall located near the primary entrance, no more than one (1) monument sign with monument signs to be no larger than 25 square feet in an SD-WH Sub-District of the Downtown Development District.

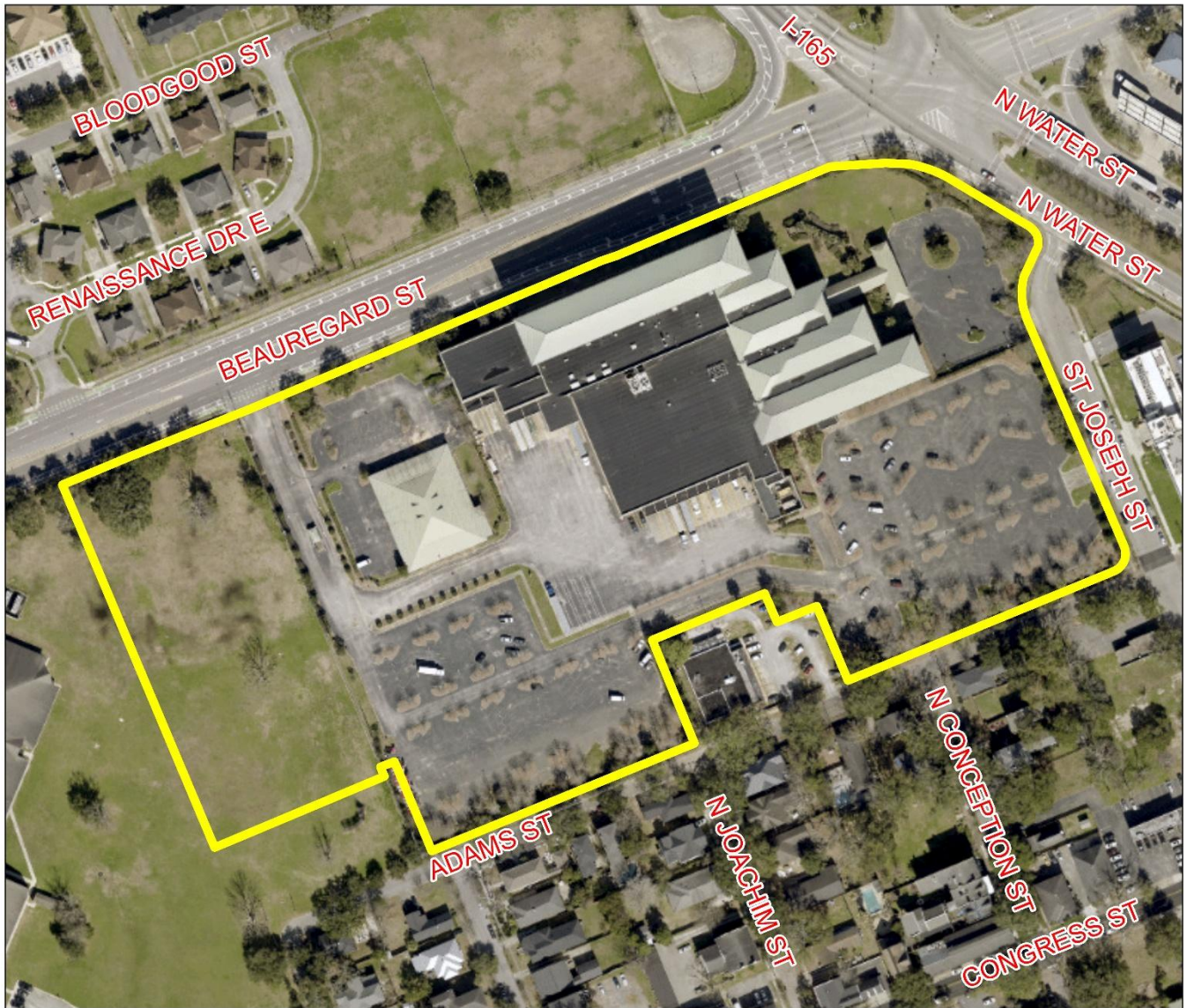
Board Consideration:

- Sign Variance to allow a 15.75-foot by 12.5-foot internally illuminated upper building sign, address numbers larger than one (1) square foot and more than six (6)-feet high on a wall not located the primary entrance, two (2) monument signs with one (1) monument sign larger than 25 square feet, and one (1) six-foot tall wayfinding sign in an SD-WH Sub-District of the Downtown Development District.

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BOARD OF ADJUSTMENT VICINITY MAP - EXISTING AERIAL



The site is surrounded by residential units to the north and south. A school lies to the west, and commercial units lie to the east.

APPLICATION NUMBER	6666	DATE	May 5, 2025
APPLICANT	David Brandt, Fravert Services		
REQUEST	Sign Variance		



SITE HISTORY

In October 1986, a Planned Unit Development was approved by the Planning Commission to allow a multi-family development to be erected at the subject site. The approval was allowed to expire.

In April 2000, the site had applications for a three-lot Subdivision, a Planned Unit Development, and a Planning Approval to allow a newspaper facility with multiple structures be located in a B-4 district.

In June 2001, the site had a Buffer Variance to allow an ornamental fence to serve as a residential buffer, instead of a wooden privacy fence.

In June 2002, the site received a Sign Variance to allow three (3) freestanding signs on a single tenant site.

In June 2003, the site obtained one-lot Subdivision approval from the Planning Commission, which was recorded in Probate Court.

In January 2014, the City of Mobile adopted the Downtown Development District regulations, which resulted in the site being rezoned from B-4 to SD and T-4.

In February 2023, the site received one-lot Subdivision approval from the Planning Commission, which was recorded in Probate Court, and was rezoned from SD and T-4 to SD-WH.

STAFF COMMENTS

Engineering Comments:

Any sign structure (including the foundation) must be located on private property and not in the public Right of Way.

Traffic Engineering Comments:

Signs should be located on private property and not within the public ROW. Before any sign is built near an intersection their placement should be checked to verify that they do not impede drivers' line of sight.

Urban Forestry Comments:

Property to be developed in compliance with state and local laws that pertain to tree preservation and protection on both city and private properties [Act 929 of the 1961 Regular Session of the Alabama Legislature (Acts 1961, p. 1487), as amended, and City Code Chapters 57 and 65]. Private removal of trees in the right-of-way will require approval of the Mobile Tree Commission. Removal of heritage trees from undeveloped residential sites, developed residential sites in historic districts, and all commercial sites will require a tree removal permit.

Fire Department Comments:

All projects located within the City Limits of Mobile shall comply with the provisions of the City of Mobile Fire Code Ordinance, which adopts the 2021 edition of the International Fire Code (IFC).

Fire apparatus access roads shall be provided to within 150 feet of all non-sprinklered commercial buildings and within 300 feet of all sprinklered commercial buildings, as measured along an approved route around the exterior of the facility.

An approved fire water supply capable of meeting the requirements set forth in Appendices B and C of the 2021 IFC shall be provided for all commercial buildings.

Fire hydrant placement shall comply with the following minimum standards:

- Within 400 feet of non-sprinklered commercial buildings
- Within 600 feet of sprinklered commercial buildings
- Within 100 feet of fire department connections (FDCs) serving standpipe or sprinkler systems

Although the International Residential Code (IRC) functions as a stand-alone document for the construction of one- and two-family dwellings and townhouses, it does not govern the design or layout of emergency access or community-level fire protection infrastructure. Therefore, residential developments must also comply with the applicable requirements of the International Fire Code, including, but not limited to, those listed above concerning the design, construction, regulation, and maintenance of fire apparatus access roads and fire protection water supplies.

Planning Comments:

The applicant has requested a Sign Variance to allow a 15.75-foot by 12.5-foot internally illuminated upper building sign, address numbers larger than one (1) square foot and more than six (6)-feet high on a wall not located the primary entrance, two (2) monument signs with one (1) monument sign larger than 25 square feet, and one (1) six-foot tall wayfinding sign in an SD-WH Sub-District of the Downtown Development District; the Unified Development Code (UDC) limits upper building signs to be no larger than 10-feet in any direction and prohibits them from being internally lit, address numbers are to be no larger than one (1) square foot and no higher than six (6)-feet tall on a wall located near the primary entrance, no more than one (1) monument sign with monument signs to be no larger than 25 square feet in an SD-WH Sub-District of the Downtown Development District.

The complete application and supporting documents are available via the link on page 1.

The request was reviewed by the Consolidated Review Committee (CRC) in March 2025, and the applicant was advised of the fact that the proposed signage does not comply with the signage regulations in the DDD, hence the application at hand. The site is not located in a historic district.

Below is a summary of signage the applicant is proposing:

1. Upper Building Wall Sign – 15.75' x 12.5', internally illuminated, aluminum and Lexan materials – Chapter 64, Appendix A, Section 11.A.4. of the Unified Development Code (UDC) prohibits internally illuminated signage and Chapter 64, Appendix A, Section 11.C.2. of the UDC limits upper building signs to a maximum of one (1) horizontal line of letters of symbols and a maximum logo or emblem of 10' in any dimension;
2. Address Number – 15.8' x 1.1', not illuminated, aluminum material - Chapter 64, Appendix A, Section 11.A.5. and Chapter 64, Appendix A, Table A-11.1 of the UDC limits address numbers to a maximum of one (1) square foot, near the primary entrance, and a maximum of 6' high on the wall;
3. Monument with tenant panels – 4.625' x 2.28' logo with three (3) tenant panels 3.69' x 11" – ground lighting, aluminum material - Chapter 64, Appendix A, Table A-11.1 of the UDC limits monument signs to a maximum of 25 square feet per face;
4. Wayfinding Sign – 6' x 2.58', no illumination, aluminum material - Chapter 64, Appendix A, Table A-11.1 of the UDC limits wayfinding signs to a maximum of 5' tall; and
5. Monument Sign – 5' x 3.5', no illumination, aluminum material - Chapter 64, Appendix A, Table A-11.1 limits sites to a maximum of one (1) monument signs.

The applicant states that due to the size and scale of the building and property, that the signage requested will increase visibility and readability to individuals and emergency responders traveling to the site.

VARIANCE CONSIDERATIONS

Standards of Review:

Variances are not intended to be granted frequently. The applicant must clearly show the Board that the request is due to very unusual characteristics of the property and that it satisfies the variance standards. What constitutes unnecessary hardship and substantial justice is a matter to be determined from the facts and circumstances of each application.

Article 5 Section 10-E. 1. of the Unified Development Codes states that the Board of Adjustment may grant a variance if:

- The Applicant demonstrates that the variance shall not be contrary to the public interest;
- Where, owing to special conditions a literal enforcement of the provision of this Chapter will result in unnecessary hardship; and
- The spirit of this Chapter will be observed and substantial justice done.

Article 5 Section 10-E.2. states no variance shall be granted:

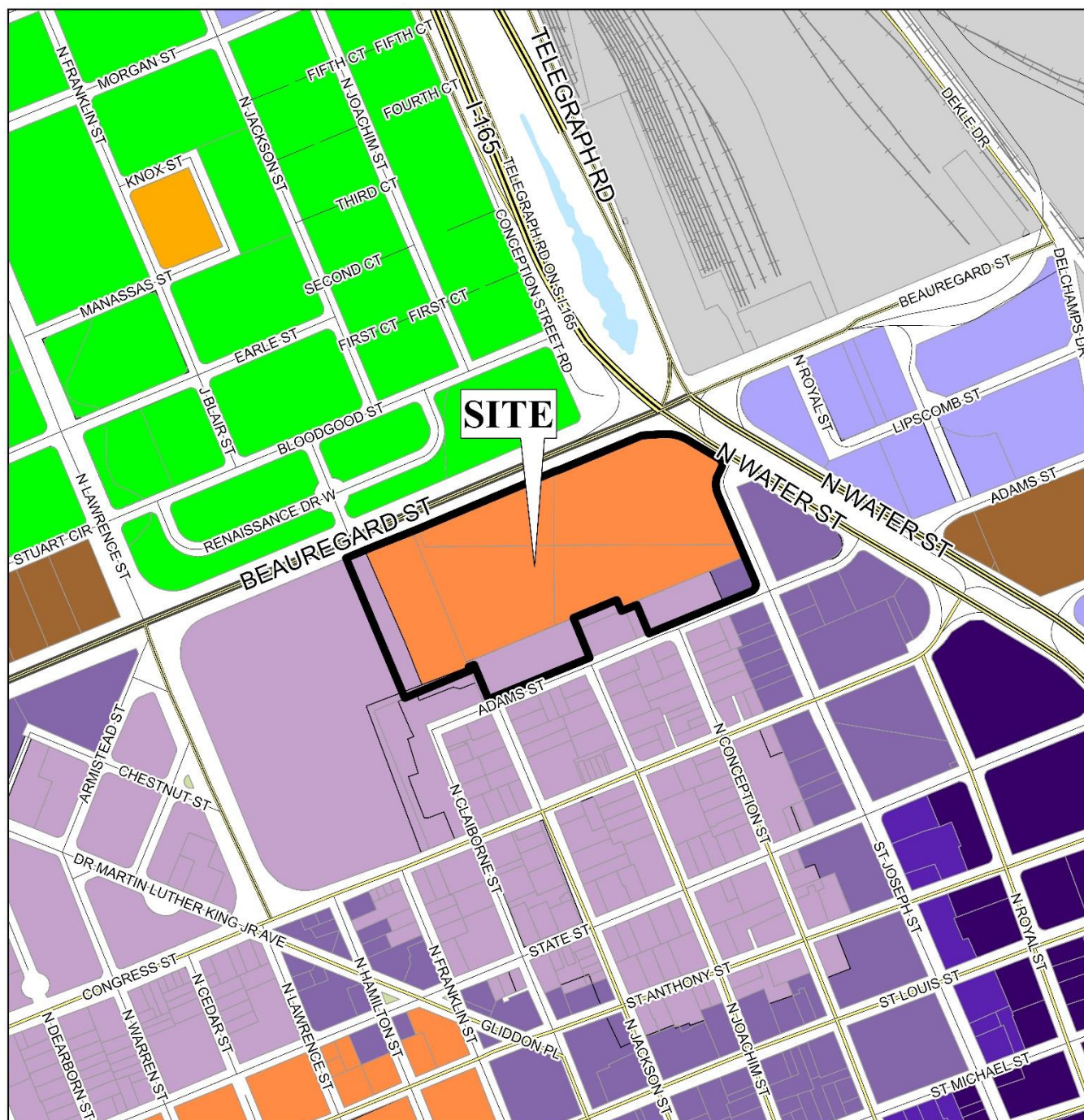
- (a) In order to relieve an owner of restrictive covenants that are recorded in Mobile County Probate Court and applicable to the property;
- (b) Where economic loss is the sole basis for the required variance; or
- (c) Where the variance is otherwise unlawful.

Considerations:

Based on the requested Variance application and documentation submitted, if the Board considers approval of the request, the following findings of fact must be presented:

- A. The variance **will not** be contrary to the public interest;
- B. Special conditions exist such that a literal enforcement of the provisions of the chapter **will** result in unnecessary hardship; and
- C. The spirit of the chapter **shall** be observed and substantial justice done to the applicant and the surrounding neighborhood by granting the variance.

LOCATOR ZONING MAP



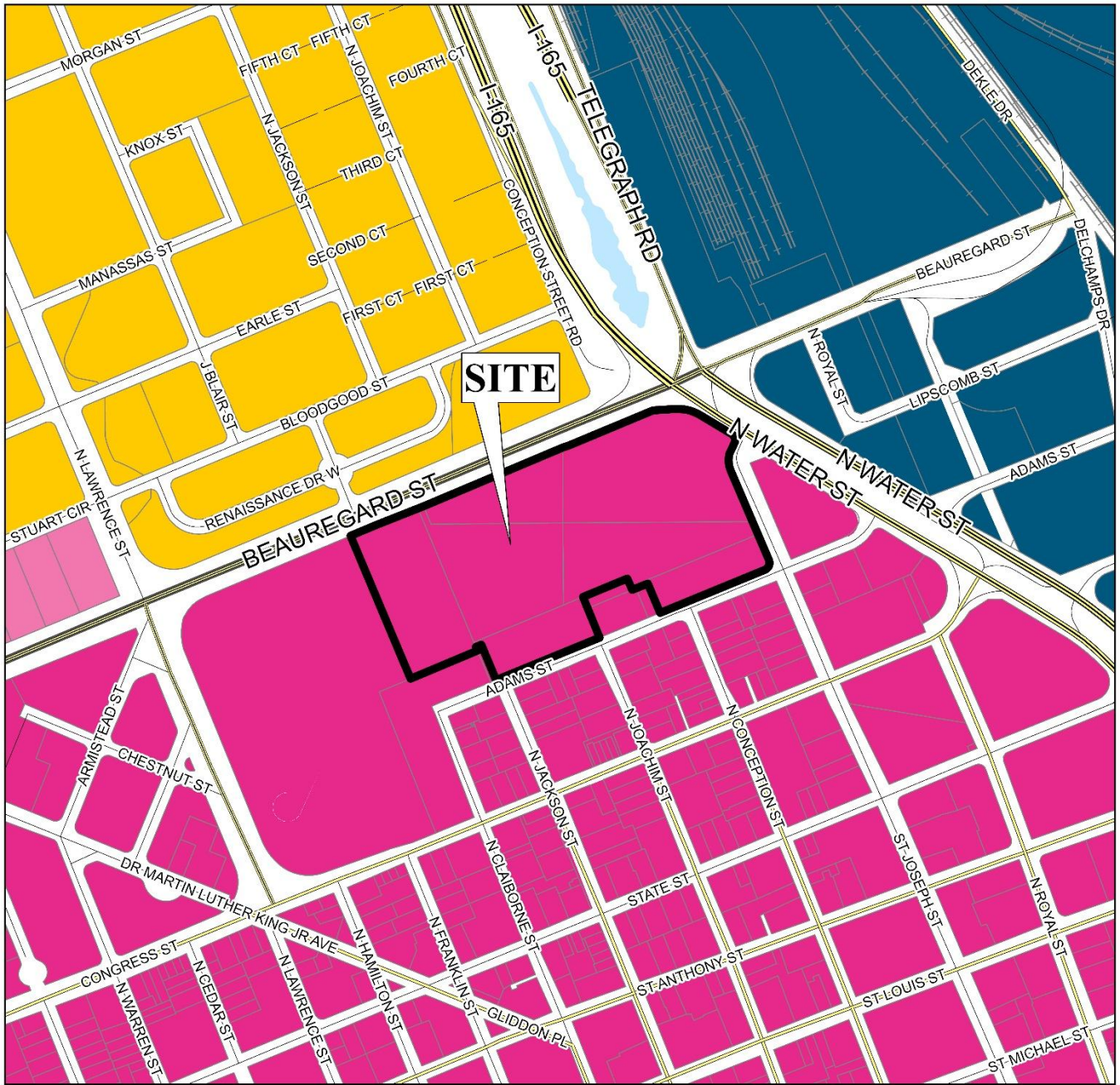
APPLICATION NUMBER 6666 DATE May 5, 2025

APPLICANT David Brandt, Fravert Services

REQUEST_____Sign Variance



FLUM LOCATOR MAP



APPLICATION NUMBER 6666 DATE May 5, 2025

APPLICANT David Brandt, Fravert Services

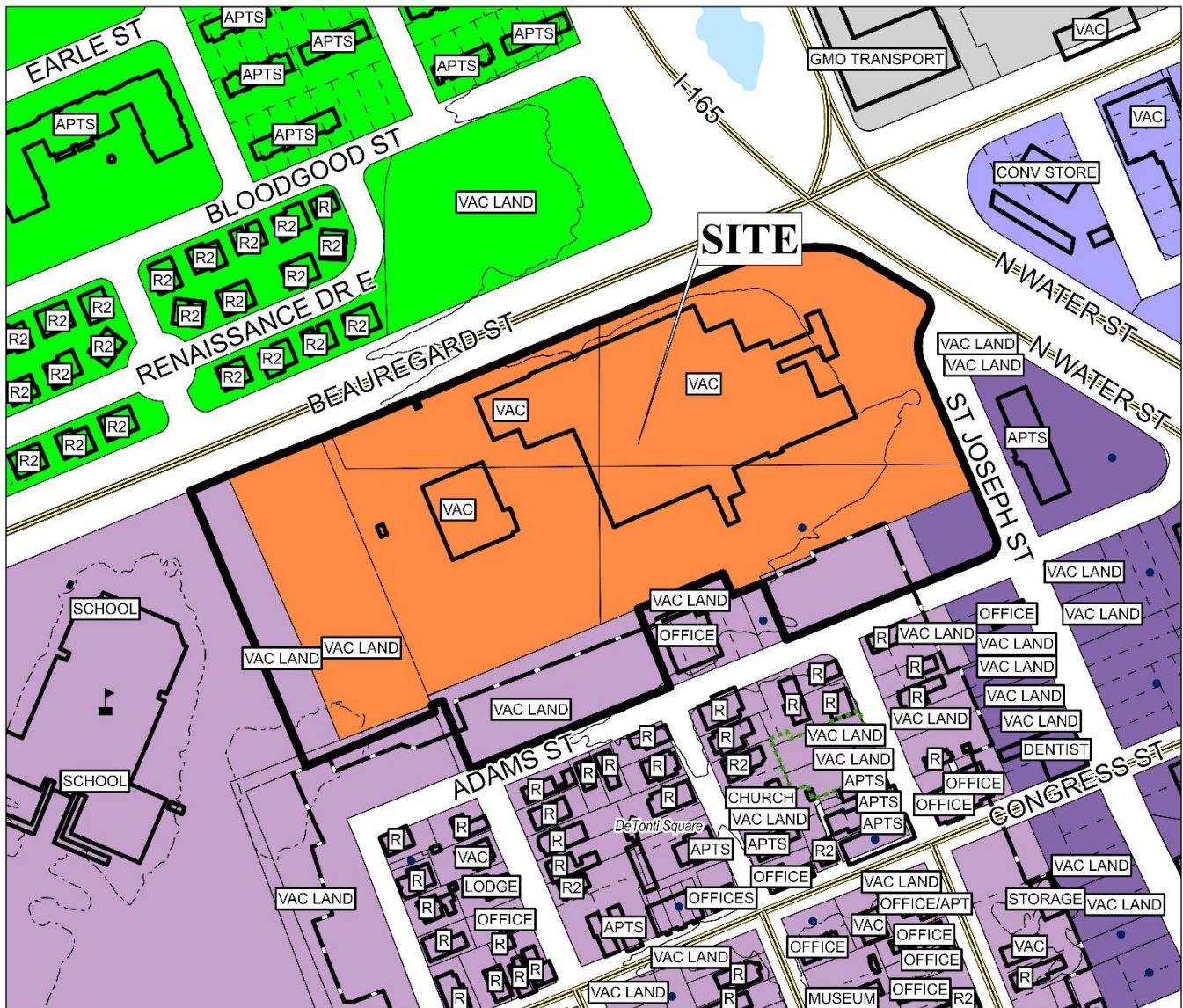
REQUEST Sign Variance

- | | | | |
|---------------------------|-----------------------------------|-------------------|-----------------|
| Low Density Residential | Neighborhood Center - Traditional | Light Industry | Water Dependent |
| Mixed Density Residential | Neighborhood Center - Suburban | Heavy Industry | |
| Downtown | Traditional Corridor | Institutional | |
| District Center | Mixed Commercial Corridor | Parks, Open Space | |



BOARD OF ADJUSTMENT

VICINITY MAP - EXISTING ZONING



The site is surrounded by residential units to the north and south. A school lies to the west, and commercial units lie to the east.

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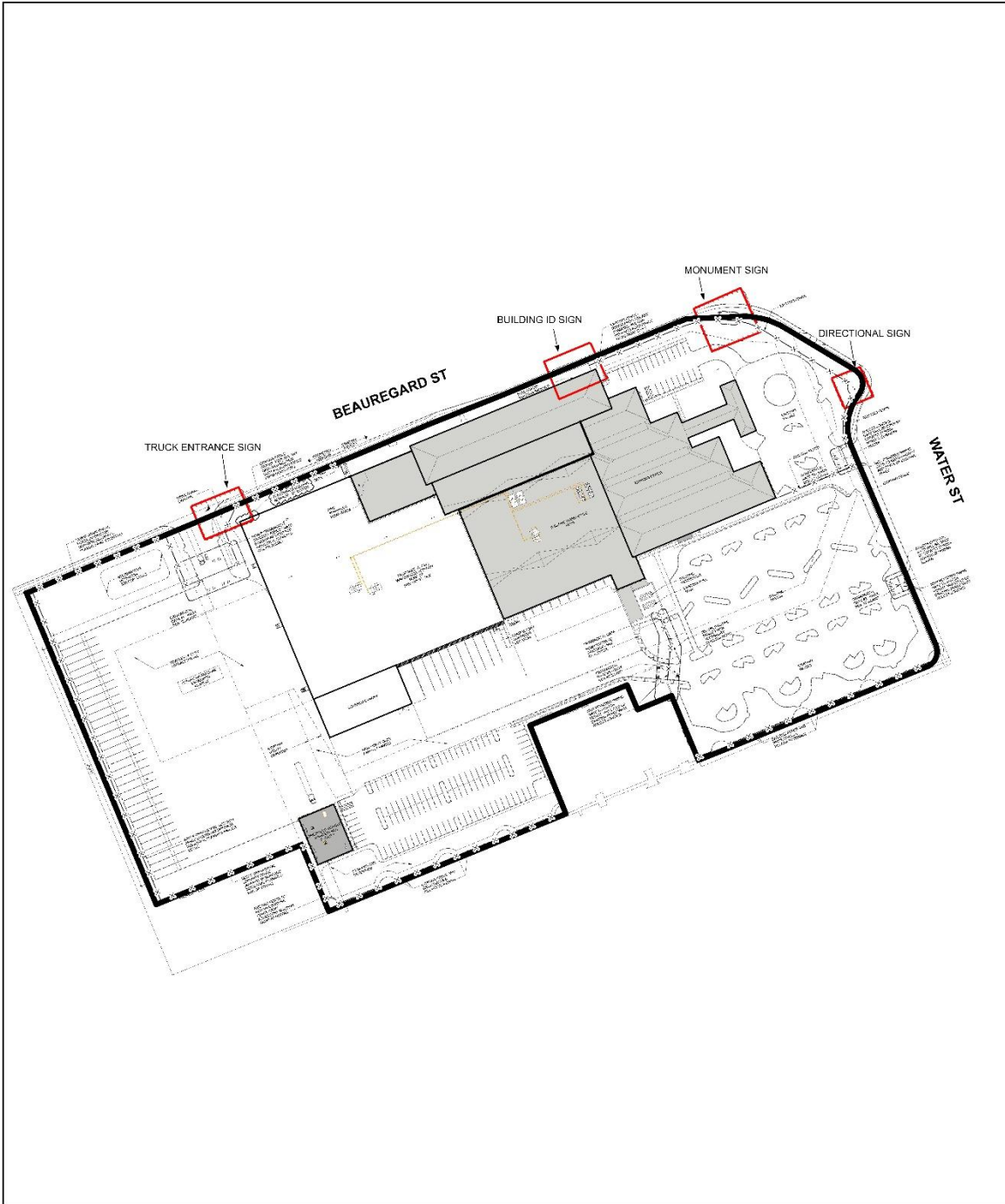
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R-A	R-3	B-1	B-2	B-5	ML	I-2	OPEN	T-3	T-5.2
R-1	R-B	T-B	B-3	CW	MH	PD	SD	T-4	T-6
R-2	H-B	LB-2	B-4	MM	I-1	MUN	SD-WH	T-5.1	



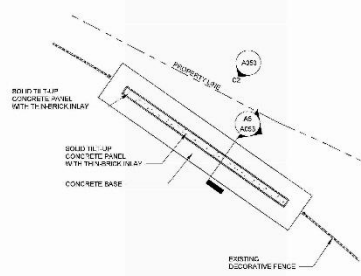
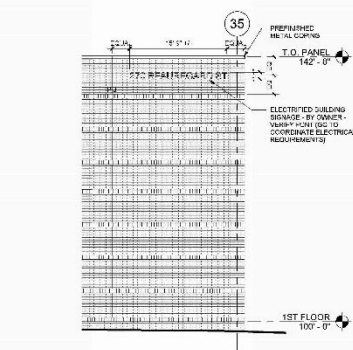
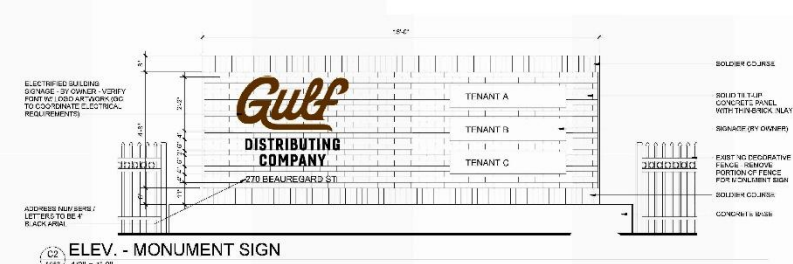
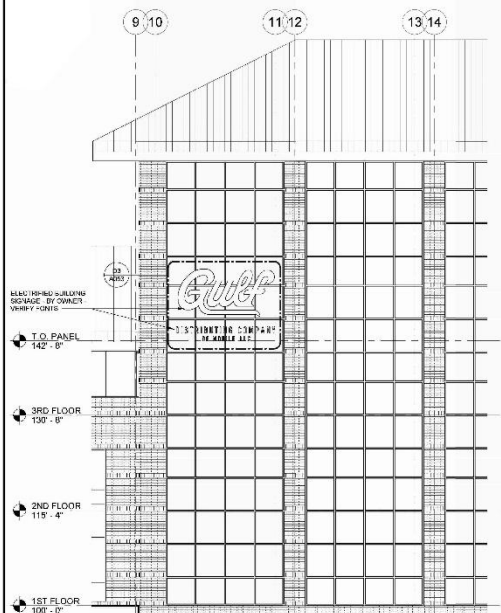
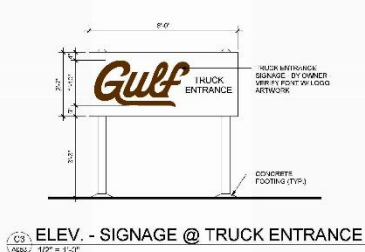
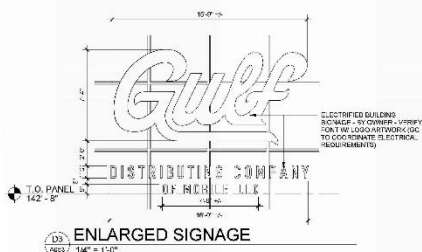
SITE PLAN



The site plan illustrates the proposed sign placement, current buildings, parking, and fencing.

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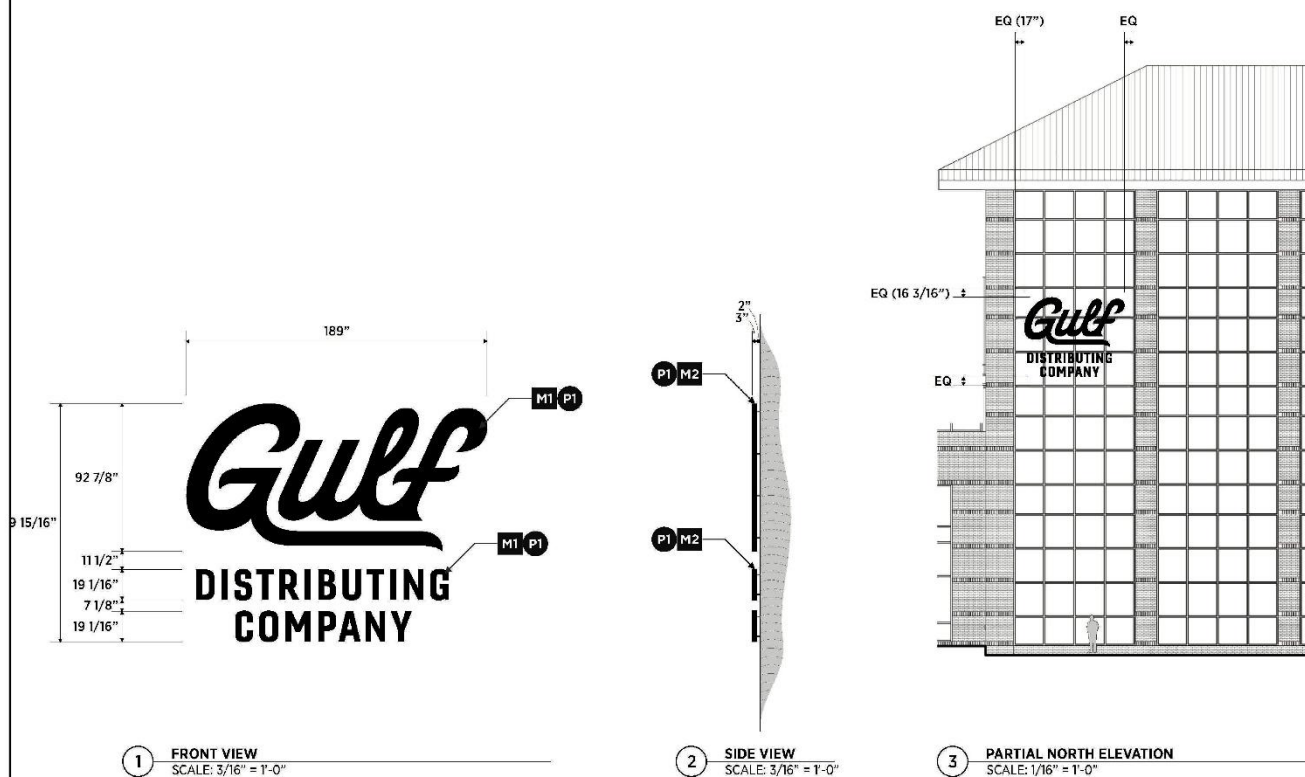
DETAIL SITE PLAN



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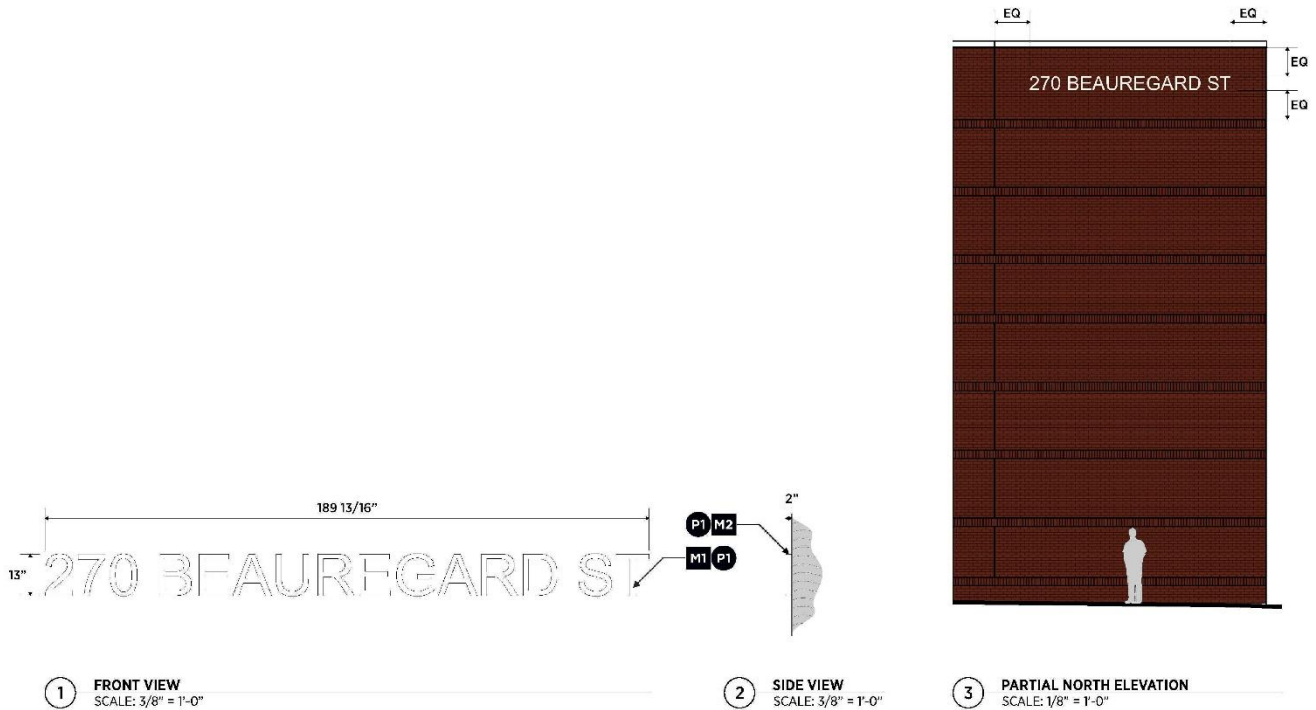
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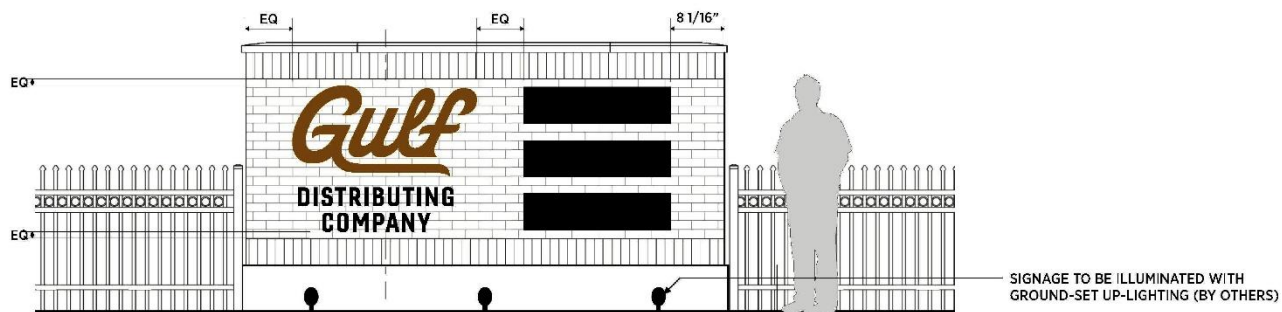
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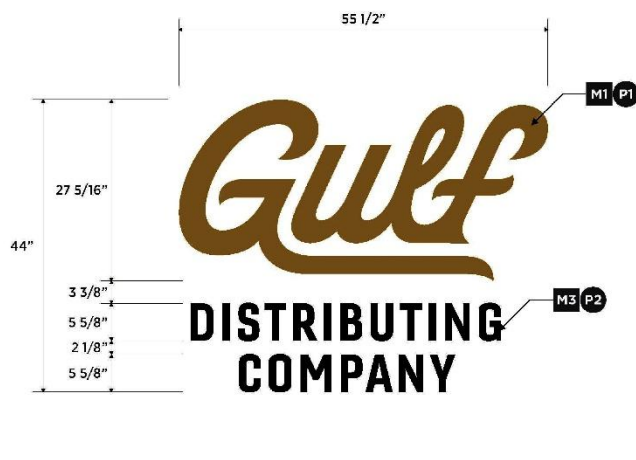
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DETAIL SITE PLAN



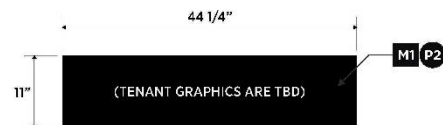
A ELEVATION
SCALE: 3/8" = 1'-0"



1 FRONT VIEW
SCALE: 3/4" = 1'-0"



2 SIDE VIEW
SCALE: 3/4" = 1'-0"



3 FRONT VIEW - TENANT PANEL
SCALE: 3/4" = 1'-0"

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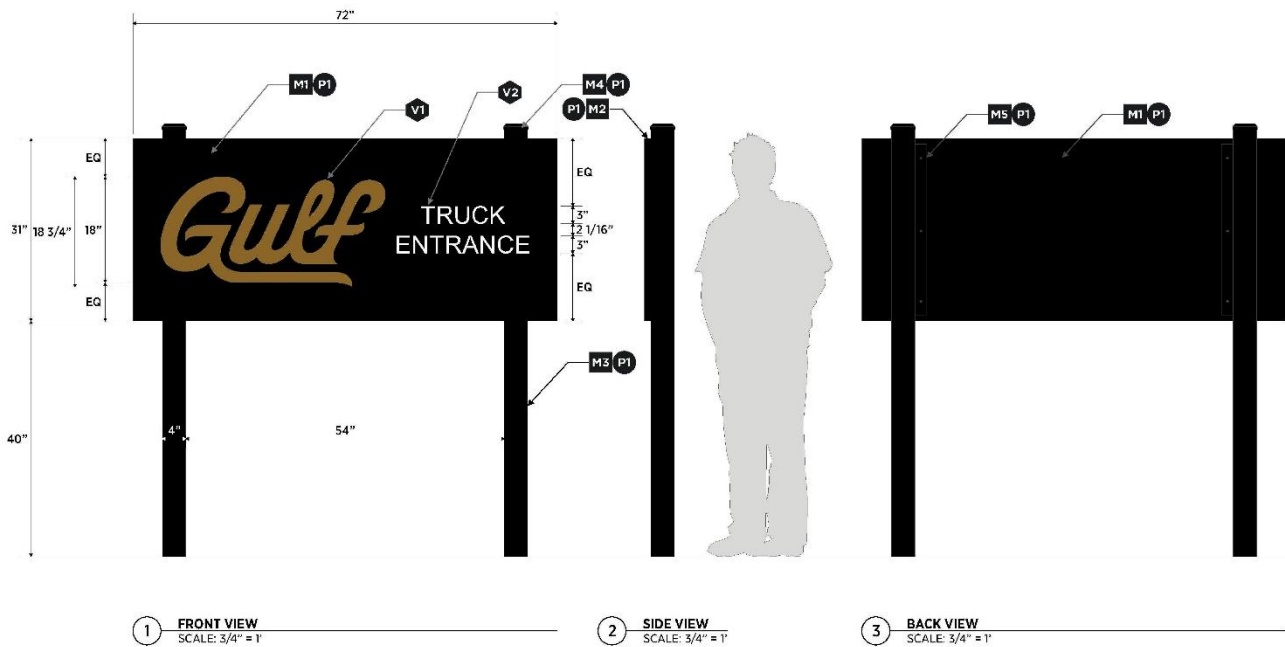
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NTS

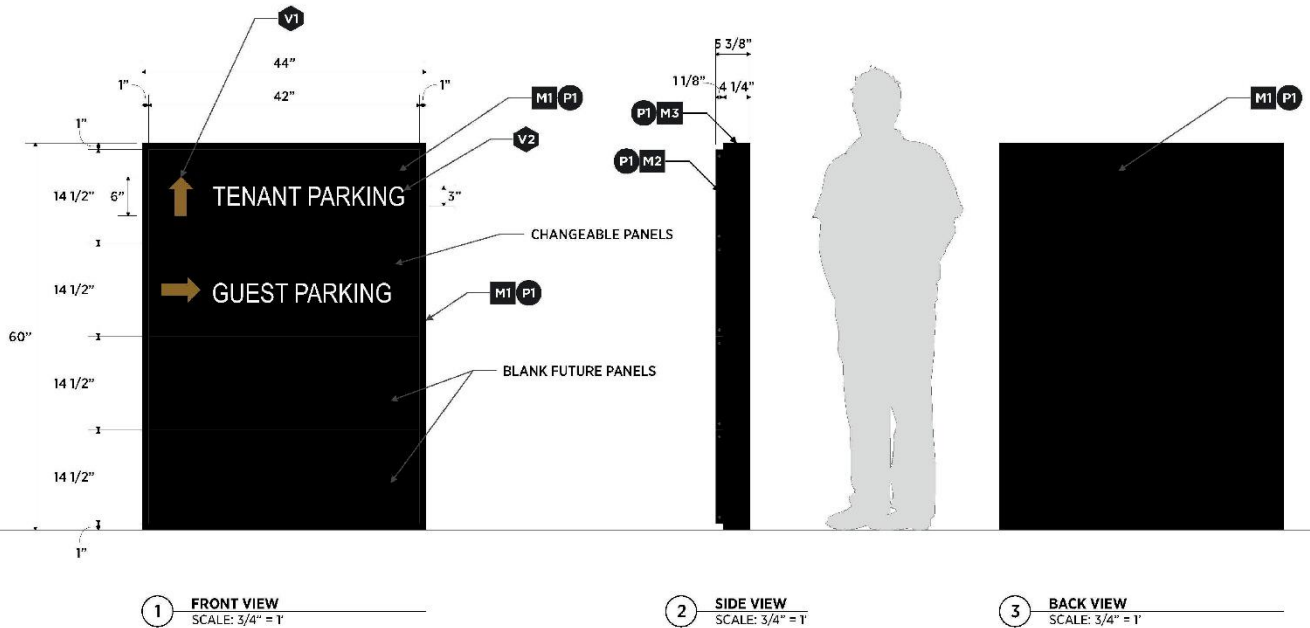
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ZONING DISTRICT CORRESPONDENCE MATRIX			LOW DENSITY RESIDENTIAL (LDR)	MIXED DENSITY RESIDENTIAL (MXDR)	DOWNTOWN (DT)	DISTRICT CENTER (DC)	NEIGHBORHOOD CENTER - TRADITIONAL (NC-T)	NEIGHBORHOOD CENTER - SUBURBAN (NC-S)	TRADITIONAL CORRIDOR (TC)	MIXED COMMERCIAL CORRIDOR (MCC)	LIGHT INDUSTRIAL (LI)	HEAVY INDUSTRY (HI)	INSTITUTIONAL LAND USE (INS)	PARKS & OPEN SPACE (POS)	DOWNTOWN WATERFRONT (DW)	WATER DEPENDENT USES (WDWRU)
RESIDENTIAL - AG	R-A															
ONE-FAMILY RESIDENCE	R-1	■					■		■					□		
TWO-FAMILY RESIDENCE	R-2	■					■		■					□	○	
MULTIPLE-FAMILY	R-3	○	■				■	■						□	○	
RESIDENTIAL-BUSINESS	R-B		○				■		■					□	○	
TRANSITIONAL-BUSINESS	T-B		○		■		■	■	■					□		
HISTORIC BUSINESS	H-B			■			■		■					□		
VILLAGE CENTER	TCD						■	■						□		
NEIGH. CENTER	TCD						■	■						□		
NEIGH. GENERAL	TCD						■							□		
DOWNTOWN DEV. DDD	T-6			■										□		
DOWNTOWN DEV. DDD	T-5.1			■			■		□					□		
DOWNTOWN DEV. DDD	T-5.2			■			■							□		
DOWNTOWN DEV. DDD	T-4			■			■		□					□		
DOWNTOWN DEV. DDD	T-3			■			■							□		
DOWNTOWN DEV. DDD	SD-WH										○	○		□		
DOWNTOWN DEV. DD	SD	○	○	○	○	○	○	○	○		○	○		□		
BUFFER BUSINESS	B-1		□				□	■	■	■				□	○	
NEIGH. BUSINESS	B-2		○				□	■	■	■				□	○	
LIMITED BUSINESS	LB-2		○				□	■	■	■				□	○	
COMMUNITY BUSINESS	B-3				■					■			○	□	○	
GEN. BUSINESS	B-4			■						■			○	□	○	
OFFICE-DISTRIBUTION	B-5									■	■			□	□	
LIGHT INDUSTRY	I-1										■			□	□	□
HEAVY INDUSTRY	I-2											■		□		□

Zoning District Correspondence Matrix

- Directly Related
- Elements of the zoning category are related to the future LU category, but with qualifications (such as a development plan with conditions)
- Land use category is appropriate, but the district does not directly implement the category (e.g., open space in an industrial district)



DOWNTOWN (DT)

Downtown is called out as a separate land use designation due to its distinct role, layout and fabric.

As a land use district, Downtown is the ultimate mixed-use environment. Land development and redevelopment will emphasize variety, mixed uses, and unity of form within buildings or complexes.

As the City's and region's center for commercial and service employment, Downtown supports intense development and a dynamic combination of uses: specialty and regional retail shopping and offices; business support services; urban housing at higher densities (starting at 10 du/ac); civic, educational and cultural destinations; entertainment options; and other public amenities including active and passive park space. The successful integration of a mix of housing types and densities will be critical to achieve a vibrant, 24/7, active Downtown Mobile.

Development in the DT district will focus on new, redeveloped and adaptively reused buildings that frame attractive, human-scaled streetscapes, memorable public spaces, bicycle and pedestrian-friendly streets and convenient transit access to jobs, housing and entertainment. Accordingly, certain areas of Downtown will be more intensively developed to facilitate that pedestrian orientation.